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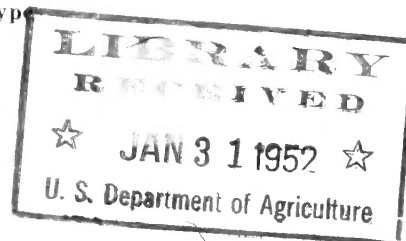
1952 SEASON

COKER 100

**WILT
RESISTANT**

1951 BREEDER REGISTERED SEED

Coker 100 Wilt excellent for machine picking. Shown below are two spindle type harvesters on the Coker farms near Hartsville, South Carolina.



COKER'S PEDIGREED SEED COMPANY

Hartsville



South Carolina

The South's Foremost Seed Breeders



COKER 100 WILT R

COKER 100 WILT

'51 BREEDERS REGISTERED SEED

Our 1951 Breeders Registered Seed possesses the best combination of desirable characteristics of any variety that we have ever bred or tested. It was developed through many years of scientific breeding and testing to provide the cotton grower with a variety that would net more money than any other variety that he could plant.

YIELDING ABILITY

Maximum yields are necessary for greatest profit. **Coker 100 Wilt**, because of its wide adaptation, abundant fruiting characteristic, wilt resistance, earliness, and stormproofness, has been outstanding in yield. The ability of **Coker 100 Wilt** to produce high yields has been conclusively proved in our own experimental tests on wilt-infested soils from the Carolinas through Mississippi and Arkansas and by results obtained in tests conducted by State and Federal experiment stations throughout the cotton belt. Its performance on thousands of farms has shown it to be a truly outstanding variety. In 33 5-acre statewide contests in North Carolina, South Carolina and Georgia, **Coker 100 Wilt** has won first place 32 times.

WILT RESISTANCE

Fusarium wilt has infested the soils of large areas throughout the entire cotton belt. Profitable yields cannot be obtained unless a wilt-resistant variety is grown. Our trained and experienced plant breeders and pathologists are working together in breeding for wilt resistance. They have succeeded in combining high yields and excellent fiber quality with resistance. **Coker 100 Wilt**, because of its yielding ability, is a leading producer on non-wilt soils. This characteristic combined with high wilt resistance makes **Coker 100 Wilt** the cotton that can be depended upon for profitable yields of high quality cotton in wilt-infested fields.

PICKING QUALITY

Coker 100 Wilt, being early and having fluffy bolls, thin foliage, and desirable plant type, is especially adapted to hand or machine picking. The ease with which it can be cleaned in the gin assures the grower of a sample with the minimum amount of trash and the best gin preparation that could be obtained with any variety. Growers who have been leaders in mechanized production have been enthusiastic in their praise of **Coker 100 Wilt** and its adaptation to mechanical harvesting.

FIBER QUALITY

Coker 100 Wilt is outstanding in quality of fiber as the result of many years of breeding, selection, and testing for improved fiber and spinning characteristics. Through an amendment to the Smith-Doxy Act, passed in 1941, the services of the fiber

and spinning laboratories of the U. S. Department of Agriculture were made available to breeders and others on a fee per sample basis. Tens of thousands of lint samples of **Coker 100 Wilt** breeding stocks have been sent to these laboratories during the ten years that these services have been available. The extensive use of fiber technology in the selection of new strains has resulted in the 1951 Breeder Registered Strain being outstanding in fiber and spinning qualities and in its being sought for and praised by the cotton mills. This has been accomplished along with an increase in yield and an improvement in other characteristics. Cotton buyers and cotton manufacturers recognize **Coker 100 Wilt** as being a cotton with character and with a very low amount of waste.

STAPLE LENGTH

Coker 100 Wilt produces a staple of $1\frac{1}{32}$ to $1\frac{3}{32}$ inches on average soils in average seasons. In favorable seasons and on heavy, fertile soils, such as those in the Mississippi Delta, it frequently produces a longer staple.

COKER 100 WILT '51 BREEDERS REGISTERED SEED

DESCRIPTION

- Plant**—Erect, semi-determinate in type. Vigorous with more erect branches. Well adapted to mechanized culture and harvesting, and to control of insects.
- Foliage**—Thin, with deeply-lobed, medium size leaves, usually easy to defoliate.
- Season**—Very early, escaping maximum boll weevil damage and mid-season to late-season moisture shortage.
- Bolls**—Round ovate, slightly pointed, 70 to 72 per pound, well-fluffed, storm resistant.
- Lint Length**— $1\frac{1}{32}$ " to $1\frac{3}{32}$ " under average conditions, longer under good conditions.
- Lint Percent**—37% to 39% under average conditions, higher under more favorable conditions.
- Fiber Quality**—Excellent, uniform, strong. Sought for and praised by buyers and manufacturers.
- Production**—High. Widely adapted.
- Wilt Resistance**—High resistance to Fusarium and tolerant, though not resistant, to Verticillium.
- Picking Quality**—The best. Type of plants, amount of foliage, fluffiness and storm resistance of bolls, and cleanability of lint well suited to hand and mechanical picking.

PRICES MACHINE DELINTED SEED

Coker 100 Wilt, 1951 Breeder Registered Seed
\$13.75 per 100 lb. bag, \$250.00 per ton.

PRICES ACID DELINTED SEED

Coker 100 Wilt, 1951 Breeder Registered Seed
\$11.75 per 50 lb. bag, \$430.00 per ton.

All Prices F.O.B. Hartsville, S. C., Memphis, Tenn., and Forrest City, Ark.

ALL SEED TREATED WITH CERESAN

Photo left: Field of 1951 Coker 100 Wilt cotton. Note wide fluffy opening of bolls and evenly spaced fruiting branches. Dan Cannon, North Carolina representative, and J. W. Talbert, Sales Manager, are shown in the field.

RESISTANT COTTON

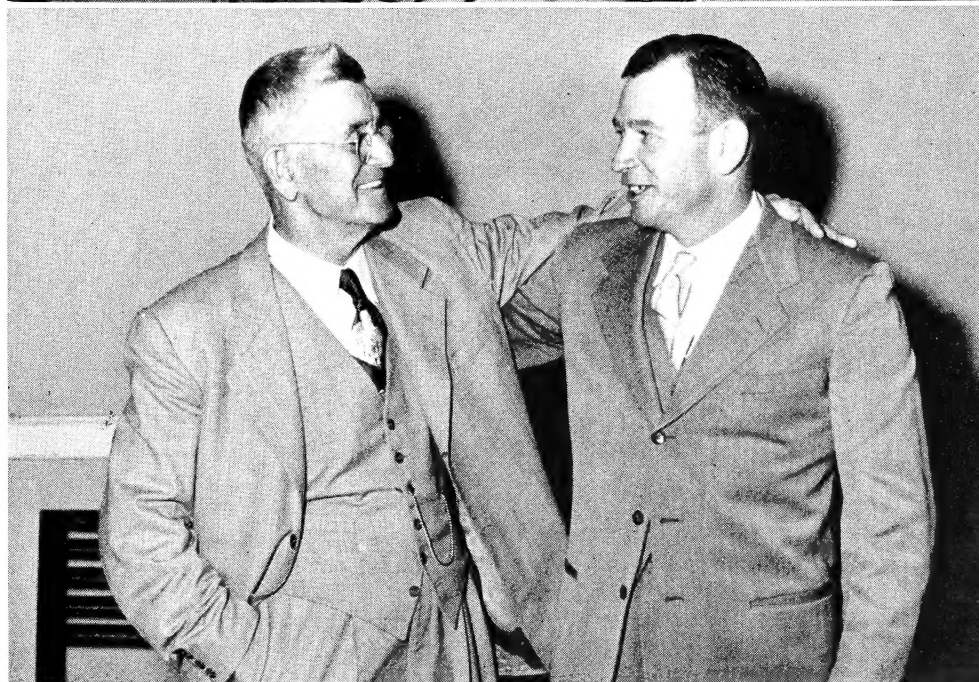
WINS FIRST PLACE IN GEORGIA 5-Acre Cotton Contest

A. S. Hunnicutt, Sr., Statesboro, Georgia (seated on right), state winner in the 1950 Georgia 5-acre cotton contest, and A. S. Hunnicutt, Jr., also of Statesboro (seated on left), first place winner in Southeast Georgia district, show their prize checks to Mrs. Hunnicutt, Sr. Mr. Hunnicutt, Sr., produced 15,093 pounds of seed cotton on 5 acres which is slightly more than $2\frac{1}{4}$ bales per acre. Young Hunnicutt produced 12,077 pounds of seed cotton on 5 acres. Both contestants planted Coker 100 Wilt cotton seed. Standing in the picture are Mr. Byron Dyer, County Agent, Bulloch County, Statesboro, Georgia, and Mr. E. C. Westbrook, Extension Agronomist, Athens, Georgia.



FIRST IN SOUTH CAROLINA 5-Acre Cotton Contest

Mr. E. N. Smith (left) and son J. Maurice Smith of Johnston, Edgefield County, are winners of the first and second state prizes in the 1950 South Carolina 5-acre cotton contest. Mr. E. N. Smith produced 6,370 pounds of Coker 100 Wilt lint with a staple of $1\frac{1}{8}$ inches on 5 acres to win the state prize of \$750.00. Son Maurice produced 5,945 pounds of Coker 100 Wilt lint with staple length of $1\frac{3}{32}$ inches on 5 acres to win second state prize of \$275.00. Of the 92 first and second state, district and county prizes awarded, Coker 100 Wilt won all first prizes and all but one county second prize in the 1950 contest.



FIRST IN NORTH CAROLINA 5-Acre Cotton Contest

All 1950 North Carolina 5-acre cotton contest winners planted Coker 100 Wilt cotton. In the picture from left to right are Messrs. C. W. Matthews, J. R. Bullard, G. E. Bullard, J. A. McLamb, all of Cumberland County, and Miss Wilkinson of Scotland County. Mr. J. R. Bullard and Mr. C. W. Matthews are co-winners of the FIRST STATE PRIZE in the 1950 contest, producing 5,600 pounds of lint on 5 acres. Mr. G. E. Bullard is winner of first prize in the second district producing a yield of 4,905 pounds of lint on 5 acres; Miss Wilkinson, second prize winner in the second district, 4,530 pounds of lint on 5 acres; and Mr. J. A. McLamb, third prize winner in the second district, 4,390 pounds of lint on 5 acres.



The 5-acre cotton contest in each state is conducted by the Extension Service in cooperation with various agricultural and commercial agencies interested in the welfare of cotton production.

IMPORTANT NOTE ON COTTON WILT AND NEMATODE INJURY

During the middle part of the 1951 growing season, we received some reports from farmers in widely scattered areas that their cotton was dying from wilt. In each instance our plant disease specialists examined these fields and in nearly every case found that there was some damage by the Fusarium wilt disease. However, in all cases there was also damage by nematodes. The abnormally hot, dry weather during this past growing season apparently accounted for the fact that there was somewhat more than the average amount of both nematode and wilt injury. Parasitic nematodes, especially the root knot and root lesion nematodes, caused more damage to cotton and most other field crops in 1951 than had been apparently the case in the last few years. Nematodes are very small eel-like worms that are present in most of the soils throughout the southeastern states, especially in the sandy or light soils of the Coastal Plain areas. Nematode injury, as well as injury from mechanical or other means, usually accelerates invasion of roots by the wilt organism, and a combination of the two may cause severe losses. Where injury by either or both nematodes and wilt occurs, plants may be stunted or killed outright and both yield and quality of cotton affected.

Nematode infestation may be controlled to a certain extent by crop rotation, early destruction of stalks by turning, and by the use of chemical soil treatments.

FUSARIUM WILT is widely distributed throughout the cotton belt from Texas and Oklahoma to the Atlantic coast and is particularly severe in the more acid soils or light soils of the Coastal Plain, especially where there is a deficiency of such plant food elements as potash. Diseased plants may be recognized by the stunted growth due to short joints and by the yellowing and wilting of leaves on the plant. This yellowing usually starts on one side of the plant, and in most cases on one side of the individual leaves. A brownish discoloration of the internal tissues is observed when the bark of diseased plants is peeled back or stems are cut through.

VERTICILLIUM WILT has been found in most cotton belt states, and in some of these it is a major problem to cotton growers. This disease, however, prefers the sweet or more alkaline soils and has been of no consequence in the cotton growing areas of the southeastern states outside the Mississippi Delta.

It is more active during and immediately following a cool, rainy period. Field symptoms of Verticillium wilt are similar to those of Fusarium wilt, and laboratory diagnosis is usually necessary to differentiate between the two.

Our Coker 100 Wilt Resistant Cotton has been bred to produce maximum yield on soils infested with Fusarium wilt, and it has some tolerance to Verticillium wilt. However, due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and cultural practices, and the presence in most instances of nematodes, no conscientious breeder can guarantee any wilt resistant cotton to survive 100% on any wilt infested soils.

RED HEART TRADE MARK ON ALL BAGS OF GENUINE COKER'S PEDIGREED SEED

Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our registered Red Heart Trade Mark. Each bag also bears our O.K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O.K. tag under seal and our Red Heart Trade Mark. Protect yourself by insisting upon having only seed bearing our official O.K. tag and registered Trade Mark.

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seed other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

1952 Season

COKER 100 WILT COTTON